



www.KCTV5.com  
www.kctv5.com

**KCTV5**  
**FEIN: 42-0410230**  
**4500 Shawnee Mission Pkwy**  
**Fairway, KS 66205**  
**(913)677-5555**

# CONTRACT

And:

**Media Strategies and Research**  
**Attention: Suzanne Lorrimer**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

<u>Contract / Revision</u> 492543 /		<u>Alt Order #</u>
<u>Product</u> Est 11856		
<u>Contract Dates</u> 09/10/12 - 09/16/12	<u>Estimate #</u>	
<u>Advertiser</u> McCaskill for Senate		<u>Original Date / Revision</u> 09/06/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> L POLITICAL HOUSE	<u>Sales Office</u> KCTV Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KCTV	09/10/12	09/16/12	More in the Morning	5a-6a		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$125.00			
N 2	KCTV	09/10/12	09/16/12	More in the Morning 6A	6-7am		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$125.00			
N 3	KCTV	09/10/12	09/16/12	CBS Early Show	7-9am		:30			NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$75.00			
N 4	KCTV	09/15/12	09/15/12	KCTV5 More Morning Sat	7-10am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$70.00			
N 5	KCTV	09/13/12	09/13/12	M-F 9-10am	9-10am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$75.00			
N 6	KCTV	09/10/12	09/10/12	Price is Right	10-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$250.00			
N 7	KCTV	09/10/12	09/16/12	Young & Restless	11am-12n		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--W-F--				2	\$250.00			
N 8	KCTV	09/13/12	09/13/12	KCTV5 News @ Noon	12-1230pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$300.00			
N 9	KCTV	09/10/12	09/16/12	12:30 PM-2:00 PM	1230-3pm		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-W----				2	\$125.00			
N 10	KCTV	09/14/12	09/14/12	12:30 PM-2:00 PM	2-3p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$125.00			
N 11	KCTV	09/10/12	09/16/12	Ellen	3-4pm		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$175.00			
N 12	KCTV	09/10/12	09/16/12	KCTV5 News @ 5P	5-530pm		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$250.00			
N 13	KCTV	09/10/12	09/16/12	KCTV5 News @ 6P	6-630pm		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$250.00			
N 14	KCTV	09/10/12	09/16/12	Inside Edition	630-7pm		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$550.00			
N 15	KCTV	09/10/12	09/16/12	Mon 7-8pm	7-8pm		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,300.00			
N 16	KCTV	09/10/12	09/16/12	Mon 8-9pm	8-9pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,700.00			
N 17	KCTV	09/12/12	09/12/12	Wed 7-8pm	7-8pm		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--W----				1	\$1,600.00			
N 18	KCTV	09/12/12	09/12/12	Wed 9-10pm	9-10pm		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--W----				1	\$1,400.00			
N 19	KCTV	09/13/12	09/13/12	Thu 8-9pm	8-9pm		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$3,500.00			
N 20	KCTV	09/14/12	09/14/12	Fri 7-8pm	7-8pm		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,100.00			
N 21	KCTV	09/15/12	09/15/12	Saturday 7-8pm	7-8pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$400.00			
N 22	KCTV	09/16/12	09/16/12	Sun 6-7pm	6-7pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,500.00			
N 23	KCTV	09/16/12	09/16/12	Sun 7-8pm	7-8pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,500.00			
N 24	KCTV	09/10/12	09/16/12	KCTV5 News @ 10P	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$500.00			
N 25	KCTV	09/10/12	09/16/12	Letterman	1035-1137pm		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$175.00			
Totals											55	\$25,020.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/16/12	55	\$25,020.00	\$21,267.00
<b>Totals</b>	<b>55</b>	<b>\$25,020.00</b>	<b>\$21,267.00</b>

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KCTV-TV      Kansas City	<b>Date:</b> 9/6/2012
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I, Media Strategies and Research,  
 being/on behalf of: Claire McCaskill, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the Primary  
 election to be held on: Tuesday, August 07, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 10, 2012			Sunday, September 16, 2012		

**Total Charges: \$25,020.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

McCaskill for Missouri 2012

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michelle Sherod

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Thursday, September 06, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title